



**WELCOME**

Economic Development Advisory  
Board

September 10, 2020

# AGENDA

## Part I

- Welcome and Call to Order
- Approve Meeting Minutes – August 27, 2020

## Part 2 – Continuing Business

- Small Business Relief Grant 2<sup>nd</sup> Round: Award Recommendations
- 2020 Monroe Business Survey: Update

## Part 3 – New Business

- New State Grant
- Additional CARES Act Funds – Suggestions

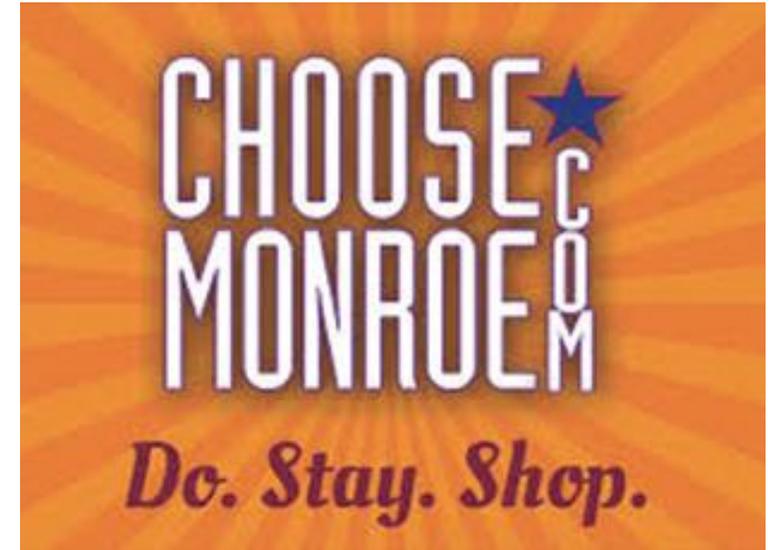
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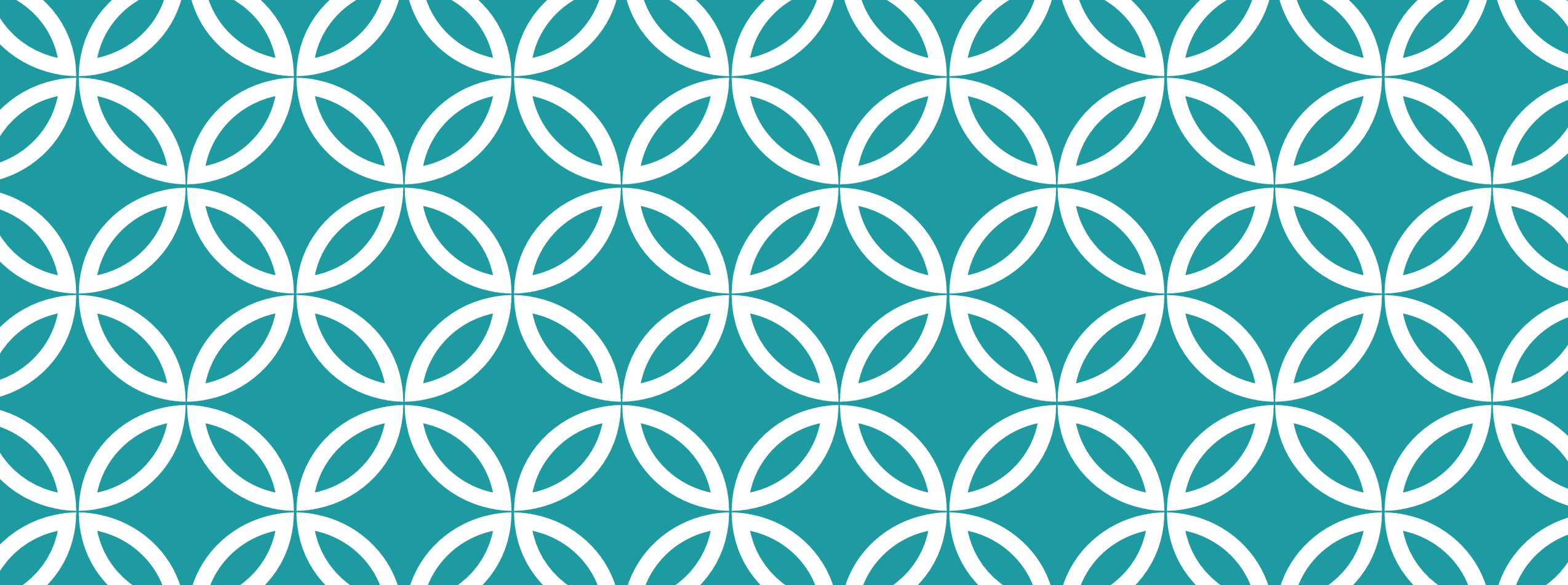
- Prioritization of Work Plan

## Part 5

- Board Member Comments/Updates

## Part 6 – Next Meeting – September 24, 2020





# APPROVE MEETING MINUTES

August 27, 2020

Economic Development Advisory  
Board

September 10, 2020

**CALL TO ORDER**

The August 27, 2020 Monroe Economic Development Advisory Board Meeting was called to order at 8:10 a.m.; Zoom Meeting Platform.

**ROLL CALL**

Members present: Allan Dye, Sally King, Liz Nugent, Bridgette Tuttle and Katy Woods; and ex-officio member Janelle Drews

Staff present: Deborah Knight, Rich Huebner, and James Palmer

Guest present: Ben Wise

**APPROVAL OF THE MINUTES**

Board member Sally King made motion to approve the minutes of the August 13 meeting. The motion was seconded by Board member Liz Nugent. Motion carried 4-0. Board member Katy Woods was not present for the vote.

**NEW BUSINESS**

A. Small Business Relief Grant 2<sup>nd</sup> Round: Review Committee Volunteers?

Mr. Huebner requested volunteers from the EDAB membership for a review committee for the second round of the Small Business Relief Grant. Mr. Dye and Ms. King volunteered; Ms. Tuttle was ineligible to serve as she was an applicant to the grant, and Ms. Nugent and Ms. Woods had conflicts of interest with one or more applicant.

B. Expansion of Outdoor Dining?

Ms. Knight provided background on the potential expansion of the City's current outdoor dining program. Currently, outdoor dining is current available to residents on sidewalks and in private parking areas. At a recent City Council meeting, Councilmember Jeff Rasmussen requested staff look into the possibility of expanding the program to include public parking areas and possibly street closures, similar to comparable programs in Bothell and Snohomish.

Ms. Drews commented that there is plenty of parking available by the Visitor Center, and Ms. King commented that parking is available in nearby residential areas.

Ms. Tuttle commented that she had received a call from Harry's on Main prior to its opening, and that the owner asked if such a program was possible in Monroe. Ms. Tuttle further commented that while she recognizes the limited amount of off-site parking, but she strongly supported such an expansion, and hopes that the City can provide the railings and/or barriers need to implement.

Ms. King commented that restaurants that are currently struggling may have difficulty procuring portable tables and Chares. Ms. Drews commented that the Chamber has tables and chairs that the organization will be happy to make available.

## **CONTINUING BUSINESS**

### **A. Business Survey**

Mr. Huebner requested an addition to the agenda, and asked Mr. Palmer to provide an update on the 2020 Monroe Business Survey.

Mr. Palmer commented that the survey was published on August 25 and emailed to business owners and managers with email addresses on file with the City; approximately 960 deliveries have been confirmed.

Mr. Palmer commented that his goal is to beat the 2018 response rate of 12%, that 15% is his goal, and that 10% is considered a minimum response rate to be representative of the target audience; approximately 20 responses have been received in the first two days.

Mr. Palmer commented that an effort will be needed to reach out to business to encourage responses.

Ms. Knight as for suggestions from the EDAB membership for ways to increase response rates; one such example Ms. Knight mentioned was recruiting businesses located adjacent to Highway 2 with reader boards to include a message. Ms. King suggested that a sample message be prepared and offered to such businesses when contacted. Ms. Drews commented that Galaxy Theatres would likely be willing to include on their reader board.

Ms. Tuttle asked the estimated length to complete the full survey, to which Mr. Palmer replied that he estimates 25-30 minutes.

Ms. Knight requested that Mr. Huebner pin the posts recently issued from the City and Mayor Thomas' Facebook pages.

### **B. 6-Year Work Plan: Review and Update**

Ms. Knight provided a copy of the Economic Development Goal #3, which is being taken to City Council in the near future for its review and action. Discussion ensued, and the finalized recommended version is attached.

Ms. Knight commented that the Chamber of Commerce has been using the Farmers Market as an incubator for potential business recruitment. One such example is the Kombucha vendor, which has recently been looking for a second business location, and has been considering Monroe.

Ms. Knight commented that she anticipates inclusion of \$250,000 for investment in the Gateway and Wayfinding signage program in the Mayor's recommended budget for

2021. If approved by Council, this would include installation of the Western Gateway signage and adjacent wayfinding signs. Ms. Tuttle commented that she would like to see an emphasis placed on Highway 2 and attracting travelers from there into the Downtown area as the program is implemented.

Discussion around the listed “Hotel Study” led to a consensus to relabel this as a “Lodging Study” and evaluate all opportunities to increase lodging opportunities, including such possibilities as paid camping, yurts and ‘glamping’. Mr. Palmer recommended the City consider a yurt village or other paid camping, similar to the County’s camping opportunities, and yurt villages at Kayak Point and River Meadows parks. Ms. Drews commented that such development would make Monroe a destination and may help with the homelessness issue in some of the City’s parks.

Ms. Tuttle commented that she is strongly in favor of such a development, and further recommended that the waterfront analysis be conducted to analyze possibilities for increased water access and a potential new boat launch, which she feels are needed in the summer months. Discussion ensued and consensus was that a riverfront master plan be conducted to analyze the City’s riverfront as a whole, not as separate sections in multiple parks. Such an analysis would consider recreation, water access, and lodging opportunities on the waterfront.

### **COMMENTS AND UPDATES**

Ms. Knight invited guest Mr. Wise to provide any comments he would like. Mr. Wise commented that he agrees with the 6-Year Plan discussion, and that he feels the waterfront is a missed opportunity. Mr. Wise also commented that he is working on acquiring the Central School building, and recently spoke with representatives from Dick’s Hamburgers.

Ms. King asked if it would be appropriate to prioritize the finalized 6-Year list before submittal to the City Council. Ms. Knight commented that it would be appropriate and included on the agenda for the September 10 meeting.

Ms. Tuttle commented that Harry’s on Main is open and has a great menu, and encouraged meeting attendees to check it out. Ms. Tuttle further commented:

- The Goddard School “looks awesome”.
- She hasn’t heard an update on the restaurant under development at Lewis and Main, but it looks like progress is happening.
- Burnt Barrel Whiskey Bar is slated to reopen in October.

Ms. Drews commented that the Chamber had a community meeting on August 25, and that such future meetings will be held on the second Tuesday of each month and open to the citywide business community.

Ms. Drews commented that the Chamber will be hosting a sidewalk sale, to include curbside shopping and potential discounts, on September 12, and that she is speaking with restaurants to cultivate outdoor dining opportunities. Ms. Drews further commented that the Kombucha vendor she’s been working with will be visiting Monroe on Saturday, August 29, and hopes to move in soon after, and that Bargain Outlet is moving to the old M & M Antiques location.

**ADJOURNMENT**

The meeting adjourned at 9:32 a.m.

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Deborah Knight, City Administrator

## Economic Development

### Goal #3

**Growth as a regional center and destination, providing employment opportunities while sustaining a balanced, diverse, resilient economy for Monroe**

- Sell North Kelsey property
- Install Gateway/Wayfinding signs
- Update Economic Development website
- Develop Business Recruitment, Retention and Expansion Plan
  - Food Co-op
  - Butcher
  - Wineries/Breweries and Distilleries
- Evaluate Underground Utilities on Lewis Street
- Seek Opportunities to Develop Festival Lot
- Tourism, promotion and marketing
  - Evaluate lodging opportunities (luxury hotel, RV/camp sites, yurts, glamping)
  - Lodging Study
  - Masterplan riverfront parkland (tree removal, launch sites, access)
  - Recreation (zip line, loaner life jackets, raft rental)

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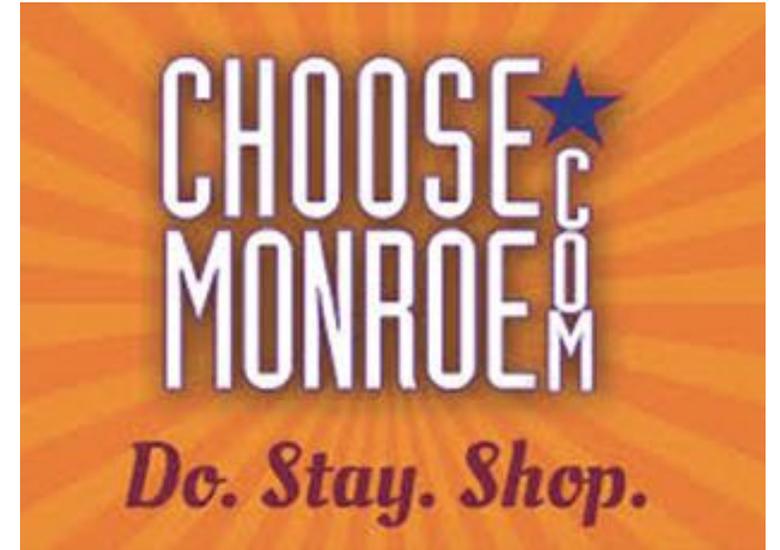
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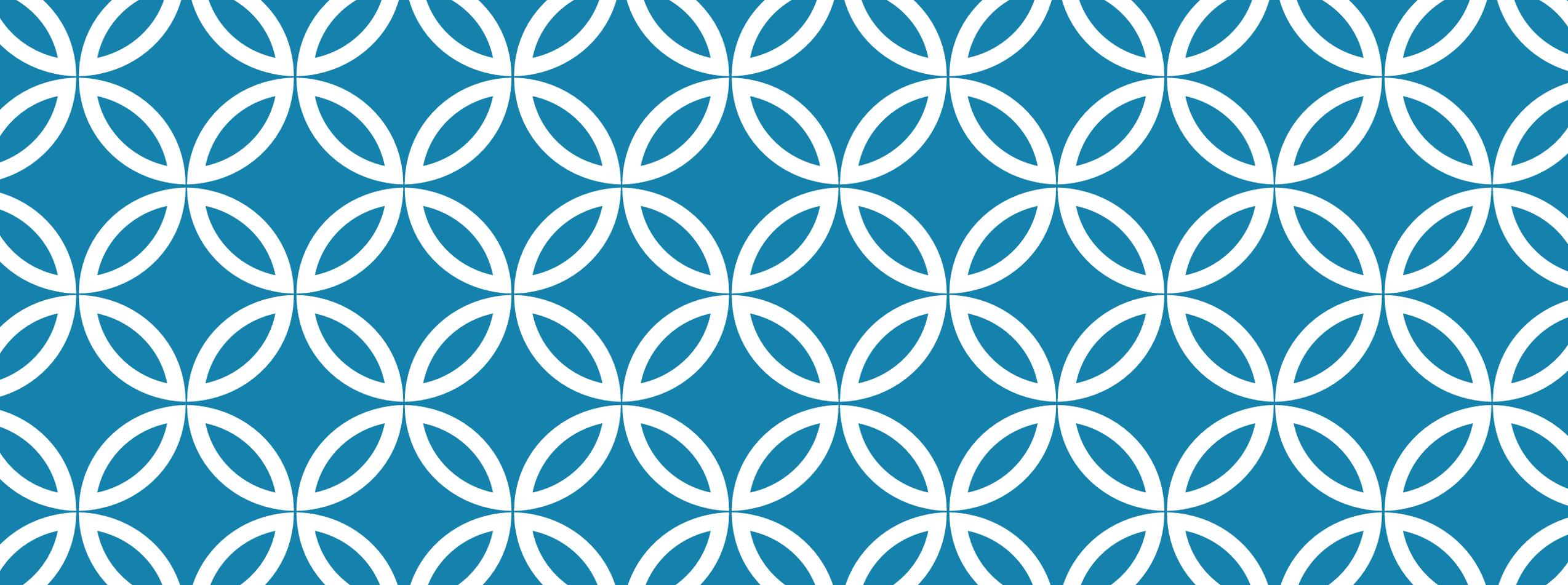
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## Part 6 – Next Meeting – September 24, 2020





**SMALL BUSINESS RELIEF  
GRANT 2<sup>ND</sup> ROUND:  
AWARD RECOMMENDATIONS**

Economic Development Advisory  
Board

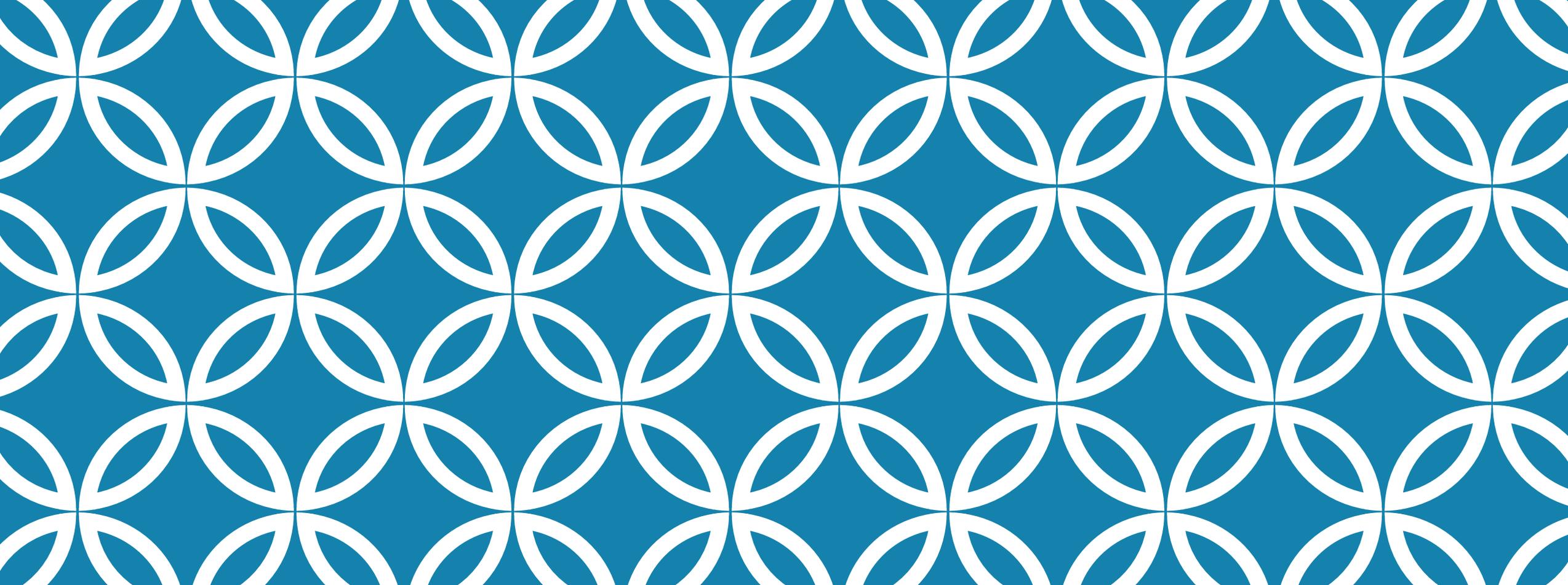
September 10, 2020

# SMALL BUSINESS RELIEF GRANT 2<sup>ND</sup> ROUND: AWARD RECOMMENDATIONS

## CITY OF MONROE SMALL BUSINESS RELIEF GRANT

### Recommended Grant Amount

Applicant Business Name	Recommended Amount	Applicant Business Name	Recommended Amount
5 Lines Pottery	\$2,000.00	Milkwood Home and Body Apparel	\$2,500.00
Bliss Yoga Studio	\$0.00	Miracles and Memories Academy	\$0.00
Brush Salon and Spa	\$2,500.00	Mischelle's Consulting	\$1,500.00
Burnt Barrel Whiskey Bar	\$3,000.00	Monroe Door	\$3,000.00
Connected IT Investigations	\$600.00	Monroe/Sky Valley YMCA	\$0.00
Discovery Leadership	\$730.00	Moonlite Machining	\$1,100.00
Drive Right Washington, LLC	\$1,500.00	NW Sport Taekwondo	\$2,000.00
Eastside Floor Pro	\$1,000.00	Pacific Audit Services	\$1,000.00
Farmhouse Kitchens	\$1,200.00	Sky Valley Academy	\$2,000.00
Golden Nail Salon	\$2,000.00	Stray Dogs Club	\$2,500.00
Harry's on Main	\$3,000.00	Sunrise Spa	\$500.00
Image Mill	\$0.00	Tacos Monte	\$0.00
Inkblot Collective	\$1,500.00	Tanglez Salon	\$1,500.00
Jump Rattle & Roll, LLC	\$0.00	The Hair Depot	\$1,000.00
Kayla J Photography	\$2,000.00		
		<b>Total:</b>	<b>\$39,630.00</b>



# 2020 MONROE BUSINESS SURVEY: UPDATE

Economic Development Advisory  
Board

September 10, 2020

# 2020 MONROE BUSINESS SURVEY: UPDATE

- Response Status
- Preliminary Results
- Ideas to Increase Participation:
  - Mass Email Reminder
  - Reader boards
  - Publication of responses to specific questions



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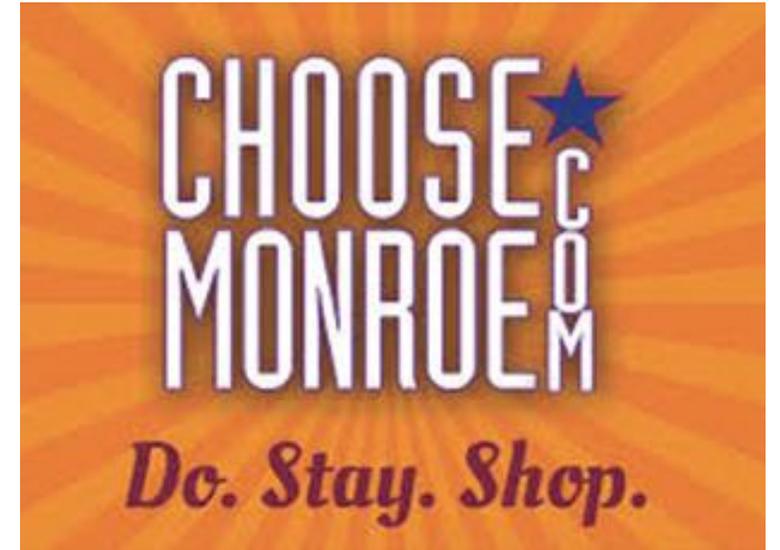
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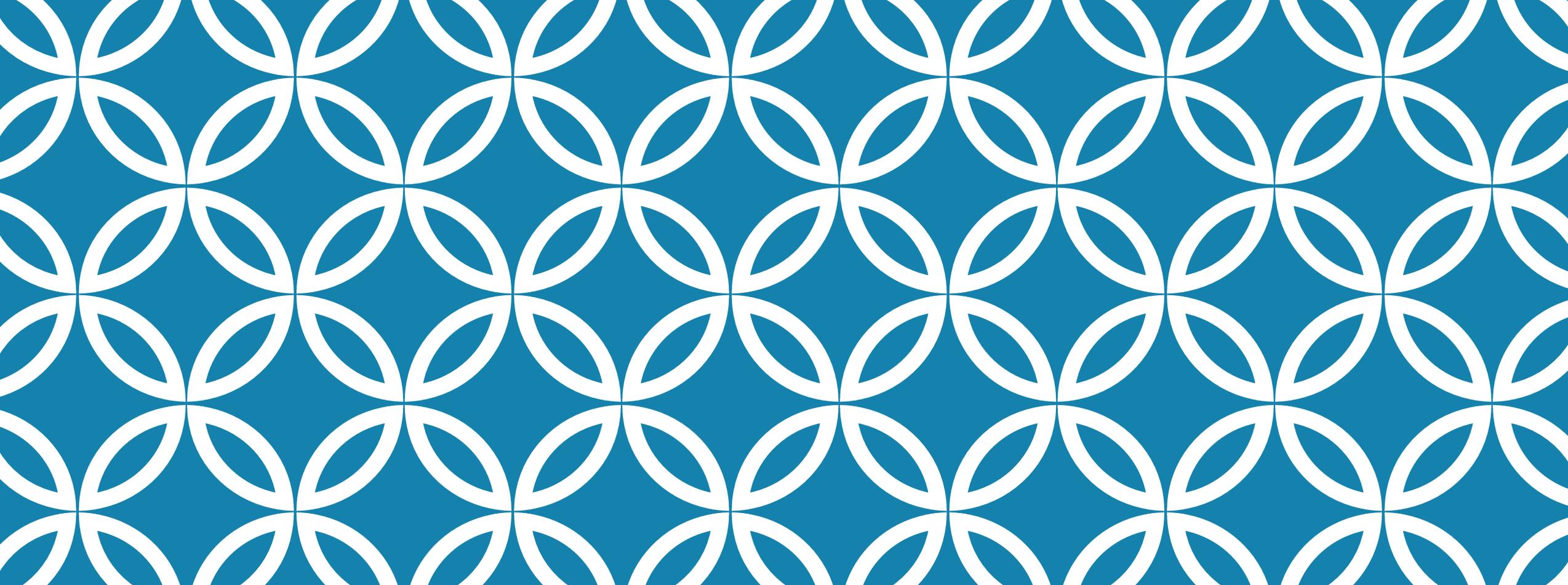
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# NEW STATE GRANT

Economic Development Advisory  
Board

September 10, 2020

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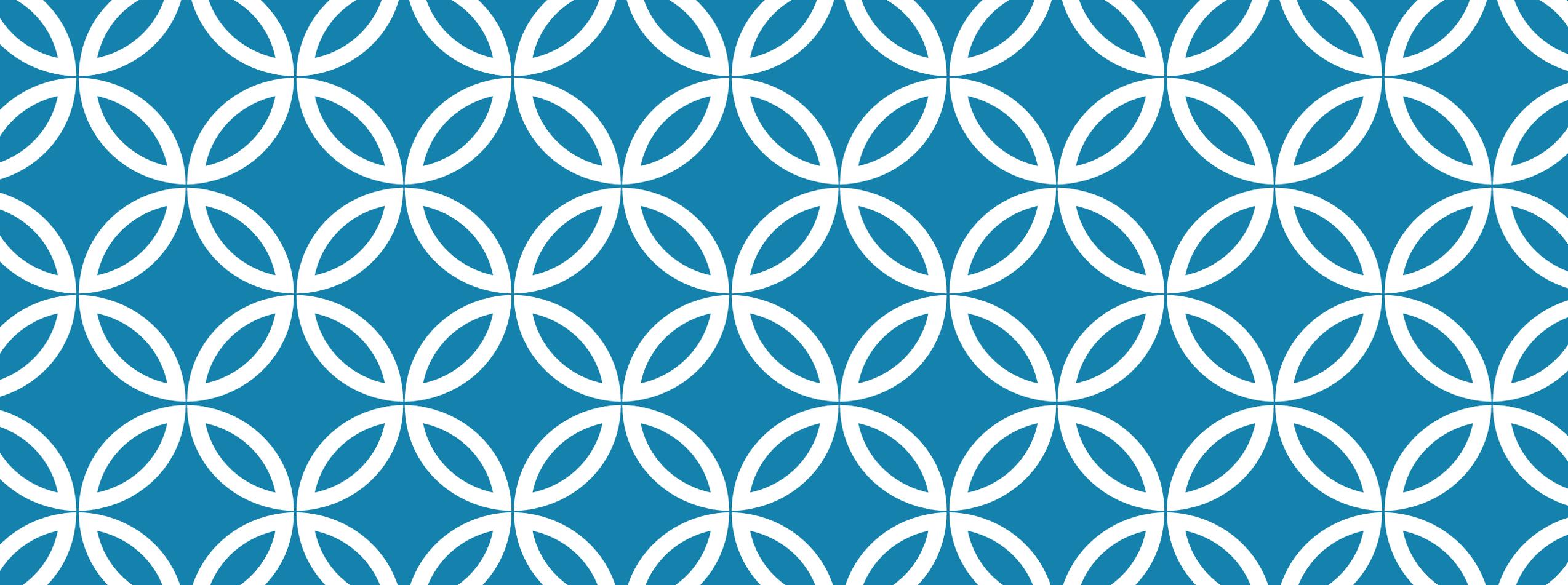
- Approximately \$600,000
- Goal to encourage businesses located in Unincorporated Snohomish County
- Application to be online-only
- Application will be available for one week
- Grant range:
  - \$10,000 for businesses up to 20 employees
  - \$5,000 for business under 10 employees



Washington State  
Department of  
**Commerce**



**Economic Alliance**  
SNOHOMISH COUNTY



# ADDITIONAL CARES ACT FUNDS — SUGGESTIONS

Economic Development Advisory  
Board

September 10, 2020

# ADDITIONAL CARES ACT FUNDS – SUGGESTIONS

- ❑ City receiving additional \$288,750 in CARES Act funds
- ❑ Deadline to expend extended to December 1.
- ❑ Mayor Thomas seeking recommendations for usage of funds:
  - ❑ Additional Grant Rounds
  - ❑ Projects to support economic development.

Coronavirus  
Aid,  
Relief, and  
Economic  
Security  
Act



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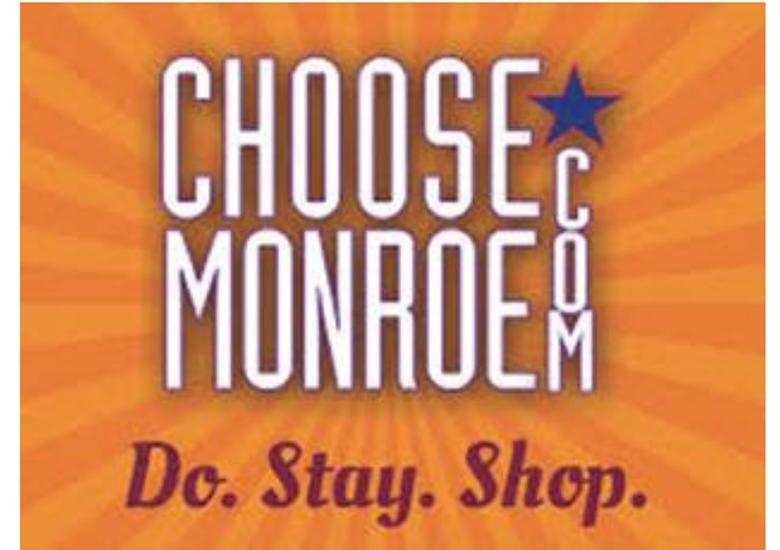
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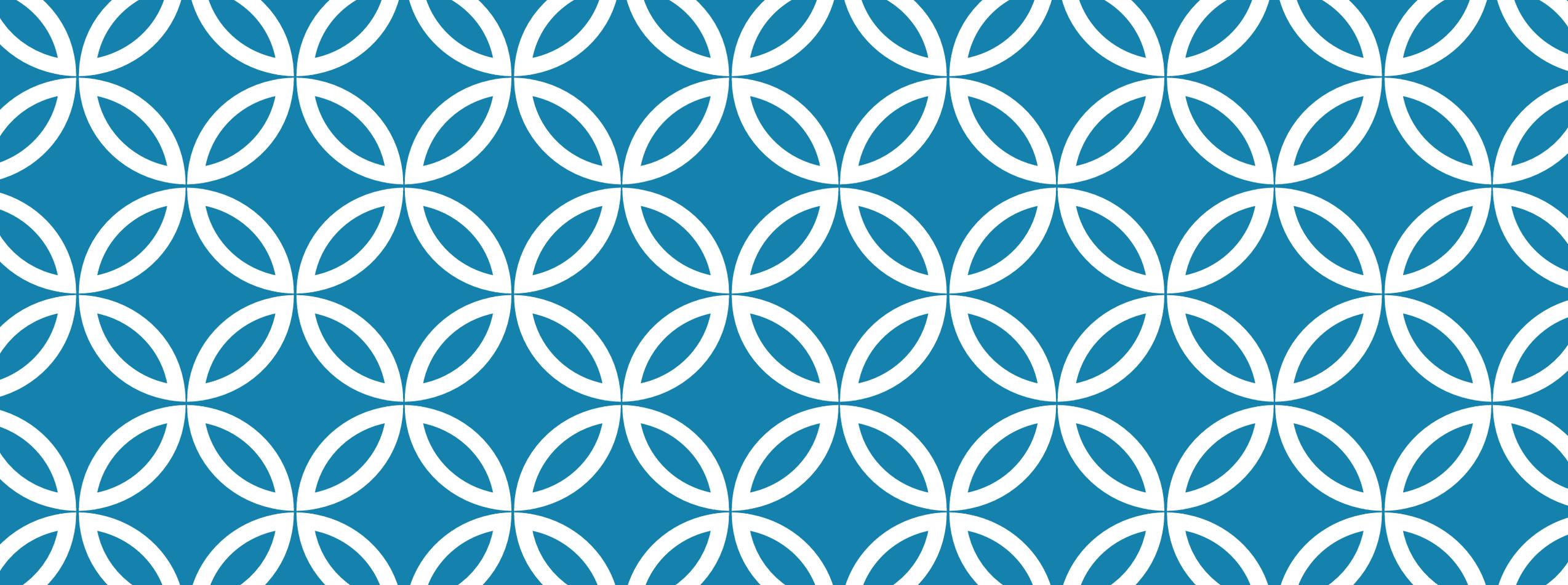
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# PRIORITIZATION OF WORK PLAN

Economic Development Advisory  
Board

September 10, 2020

## **Economic Development**

### **Goal #3**

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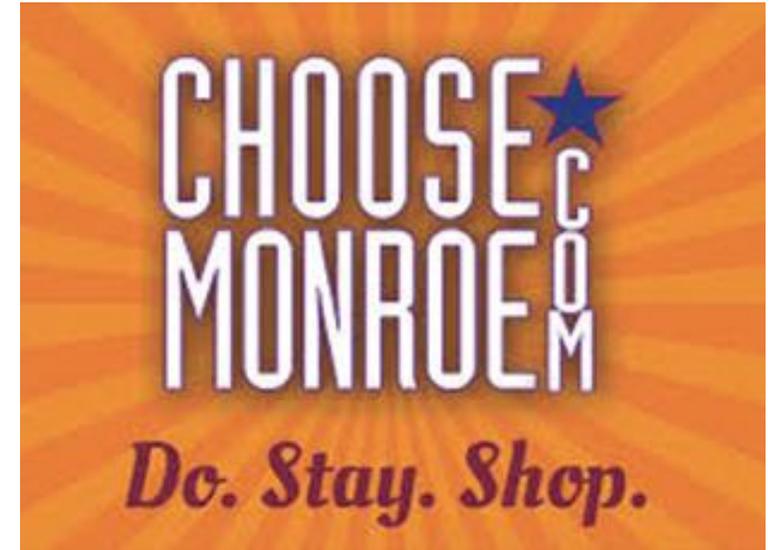
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# BOARD MEMBER COMMENTS/UPDATES



Janelle Drews  
Sally King

## Tourism

Geofencing  
Tourism Data  
Choose Monroe  
LTAC Funding Priorities  
Wayfinding/Gateway Signs



Mike Buse  
Allen Dye  
Katy Woods

## Business Recruitment

North Kelsey (Tjerne Place)  
Recruitment Strategies  
ED Webpage Update  
Data  
Business Survey  
Small Business Development  
Workforce Development



Bridgette Tuttle  
Meghan Wirsching

## Growth & Development

Vision 2050  
Zoning  
Land Use  
Infrastructure  
ED Element Comp Plan  
Growth Management Act  
Airport Zone

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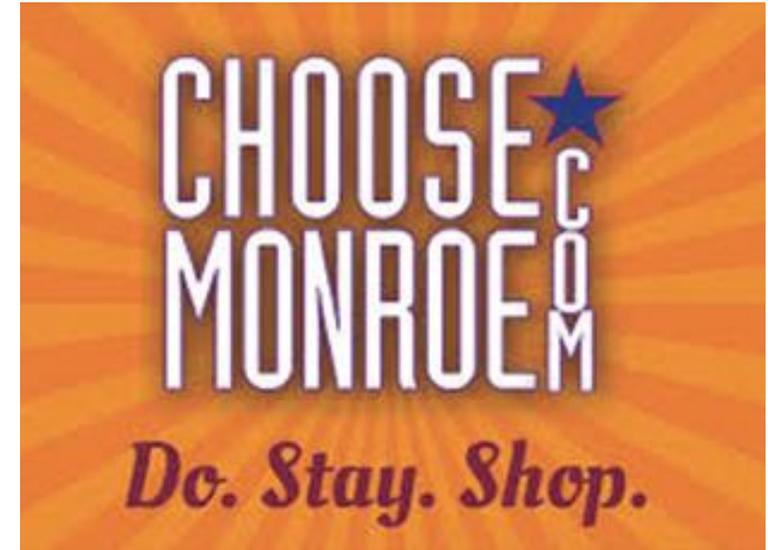
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# NEXT MEETING THURSDAY, SEPTEMBER 24, 2020

8:00AM-9:30AM

Zoom Meeting

